



OFFICE OF LT. GOVERNOR BECKY SKILLMAN

## In Case You Missed It...

On January 21, the Indiana Office of Tourism Development won the Gold Award for Best Business-to-Consumer E-mail Newsletter at the MarketingSherpa E-mail Summit in Miami, Fla.

- The Office of Tourism Development expanded and improved its permission e-mail program in the spring of 2009 to include three permission e-mails to which consumers can subscribe at [www.VisitIndiana.com](http://www.VisitIndiana.com).
  - The Big Idea – Packed with trip ideas for attractions across the state
  - The Big Deal – Loaded with discounts and deals on hotels, attractions, and other Indiana travel destinations
  - The Big To-Do – Keeps you up to date on local festivals and events across Indiana
- Since introducing the new permission e-mail program, the Department of Tourism has increased open rates for these e-newsletters by nearly 200%. Click-throughs to VisitIndiana.com are up tenfold.
- The cost of the permission e-mail program in calendar year 2009 was \$15,398, but the Office of Tourism Development turned this into a revenue-generating effort by selling advertising within the e-mails for 2010.
- Overall, the Department of Tourism Development is operating on a budget \$2.4 M smaller than in 2008.
  - Through the sale of advertising and partnerships with industry groups, the Department's four publications (Indiana Travel Guide, Festival Guide, Travel Map, and Golf & Travel Guide) were produced this year at no cost to the taxpayer.
  - The Office of Tourism Development has focused marketing efforts primarily on online marketing, social media and earned media opportunities.
  - The internet is the number one trip planning resource. 84 percent of personal travelers use the internet to plan a trip, with 27 percent using only the internet.
  - VisitIndiana.com currently has more than 100 discounts from Indiana hotels, restaurants, and attractions. During peak travel seasons, more than 300 discounts can be found on the site

*Lt. Governor Skillman oversees the Indiana Department of Agriculture, the Indiana Housing and Community Development Authority, the Office of Energy Development, the Office of Community and Rural Affairs, and the Office of Tourism Development.*

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